

## **Historic, Archive Document**

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# Steel's butterfly hybrids

Pansy Gardens, Portland, Oregon

Arrangement by Emery Jackson, flowers.



Prices  
Growth's  
1950

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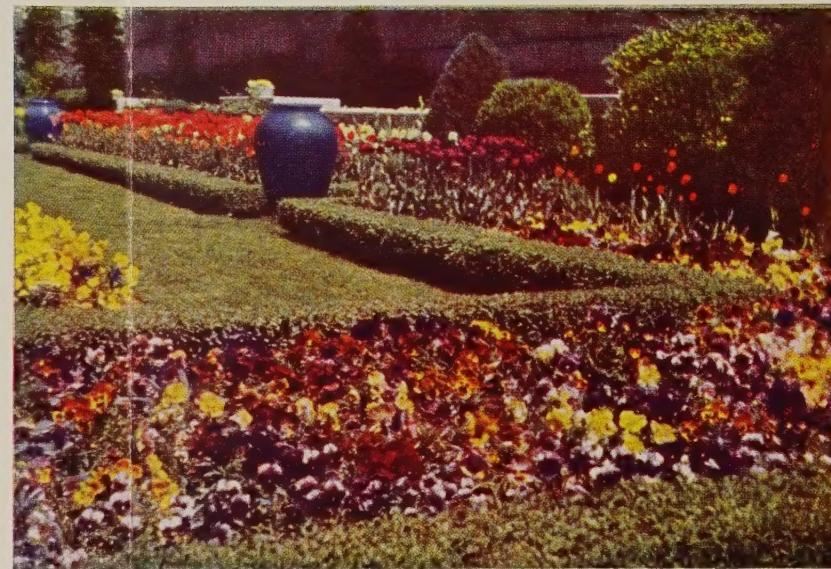
# Dear Friends

1949 was Good News Year for our sales topped all records. Advertising placed in leading Garden Magazines and an article in the June issue of House and Garden by Ann Roe Robbins, featuring Steele's pansies, brought inquiries from all over the world. Miss Robbins' new book, "How to Grow Annuals", gave us top billing and brought us more letters.

1950 advertising will include Home Garden Annual Garden Guide, House and Garden, Flower Grower, Popular Gardening, and Sunset. Growers who plant our seed exclusively reported sell-outs and ordered more seed for late sales. Market operators sent us emergency calls for names of wholesale growers who could supply them with plants and home gardeners wrote in by the hundreds for the names of growers in their vicinity who had Steele's Pansy plants.

We have introduced Steele's Pansies through our advertising to thousands of amateur gardeners who want to plant fine pansies but have not been able to find top quality plants. They are looking to you to supply them with plants that will measure up and they will insist on Steele's.

We have told the world about Butterfly Hybrids and now we have made a substantial reduction in the price to assist you to take advantage of the greatest demand a new pansy introduction has ever known. Don't forget that these hybrids will tolerate heat better than other pansies and make a later sowing to extend your market period. The arrangement on the cover was photographed on our hottest day last summer. Grow enough of these new pansies and let your customers know that you have plenty to supply their requirements.



Enlarged four times from 35mm kodachrome

## STEELE'S PANSIES AT TEMPLE GARDEN

THESE PICTURES ILLUSTRATE THE EXCELLENT RESULTS WHICH CAN BE OBTAINED  
NOTE HOW THEY BLEND WITH TULIPS AND OTHER FLOWERS. NOTICE THE INTEN-

## These Prices Will Replace All Other Price Lists Which You May Have

### JUMBOS

**Pay Dirt**—The largest golden golden yellow ever produced. Blooms have dark rays or tiny dark faces. Fine habit of growth and resistant to summer heat.  
**Jumbo Beaconsfield**—A true Beaconsfield type. Upper petals rich lavender, lower deep violet. No blotch. Fine for border and color effect.

**Jumbo Mixed**—Our origination. Field plants producing flowers up to five inches in diameter. Many new and unique colors—pastel orchids, apricots, yellows, blues, brass tones, copper bronze. Purple, red, in addition to many multi-color combinations and selfs. Fine form, heavy substance, long strong stems.  
**FULLY TWO WEEKS EARLY.**

	PRICES OF JUMBOS						
	200 s	600 s	1/16 oz.	1/8 oz.	1/4 oz.	1/2 oz.	1 oz.
Pay Dirt .....	\$1.00	\$1.75	\$3.00	\$5.00	\$9.00	\$16.00	\$30.00
Beaconsfield .....	...	1.00	1.50	2.75	4.75	8.00	...
Jumbo Mixed .....	...	1.00	1.75	3.00	5.00	9.00	16.00
	(2 oz. \$30.00; 3 oz. \$43.50; 4 oz. \$56.00; lb. \$180.00)						

### NEW INTRODUCTIONS

**Moon Moth**—A very beautiful immense white with the outstanding characteristics of Pay Dirt, which is one of its parent plants. Dark blue pencil markings radiate from the center, many showing a yellow blotch on the lower petal.

**Jumbo Bronze Tones**—A blend of many grand colors ranging from old gold, rich copper and sunset tones to deep browns. Many smoky blue-bordered types, rosy toned bronze beauties and all with excellent texture and beautiful form. Immense size. A true Jumbo strain, the result of many years' selection from our Jumbo fields.

**Madame Steele**—A huge Jumbo purple selection. Wonderful for adding velvet violet shades if your clients like their pansies darker in color. No faded or magenta tones.

#### PRICES OF THE ABOVE 3 NEW INTRODUCTIONS

200 seeds \$1.00; 600 seeds \$1.75; 1/16 oz. \$3.00; 1/8 oz. \$5.00; 1/4 oz. \$9.00;  
1/2 oz. \$16.00; oz. \$30.00; 2 oz. \$55.00



Enlarged four times from 35mm kodachrome

## ARDENS, SALT LAKE CITY, UTAH

SE OBTAINED BY USING PANSIES PROPERLY GROWN AND CARED FOR.  
THE INTENSITY OF THE COLORS AND THE BRILLIANCE OF THE EFFECTS.

### BUTTERFLY HYBRIDS

**Butterfly Hybrids**—Pastel in character in shades of pink, rose, apricot, buff, orchid, lavender, yellow, pale gold, orange, salmon, coral and flesh, many overlaid with a delicate bronze cast. The form is unbelievably ruffled, fluted, and marked with sun rays and blotches of butterfly sheer metallic jewel tones. A distinctive strain different from any other pansies and unmatched for cutting. The substance is superb and stems are long.

Prices 600 seeds \$1.00; 1/16 oz. \$2.00; 1/8 oz. \$3.50; 1/4 oz. \$6.00; 1/2 oz. \$11.00;  
1 oz. \$20.00; 2 oz. \$35.00; 3 oz. \$48.00; 4 oz. \$60.00; 1 lb. \$250.00

### SWISS

**Sea Blue**—An intense blue pansy with dark blotch. One of the best and most uniform of our separate colors.

**Gorgeous Red**—The reddest pansy we have ever produced with a deeper blotch. Not quite so brilliant as Irene.

**Super Swiss "400" Mixed**—A strain of the better known Swiss Types grown in a perfectly balanced mixture. Contains fine reds, carmines, scarlets, gold, rose, fuchsia, blues, violets, and many variations with three-tone color effects, all beautifully blotched, often bordered in contrasting hues.

#### PRICES

	800 s	1/16 oz.	1/8 oz.	1/4 oz.	1/2 oz.	1 oz.	2 oz.	3 oz.	4 oz.	16 oz.
Sea Blue	\$1.00	\$1.25	\$2.00	\$3.50	\$6.50	\$12.00	\$22.00	\$32.50	\$42.00	\$.....
Gorgeous Red	1.00	1.25	2.00	3.50	6.50	12.00	22.00	.....	.....	.....
"400" Mixed	1.00	1.25	2.25	4.00	7.50	14.00	27.00	37.50	48.00	144.00

## IMPROVED BEDDING TYPES

**Mlle. Irene**—Copper red, bronze red, and henna shades. Lighter and brighter than Gorgeous. Some brilliant pure red tones.

**Golden Gate**—A fine golden yellow with three dark blotches. Very resistant to heat and drouth and of excellent growth habit.

**Adonis**—Light blue shades. Most blooms show small white face in center of bloom marked with darker blotches. Good to use with Butterfly Hybrids which lack blue.

#### PRICES OF BEDDING TYPES

	800 s	1/16 oz.	1/8 oz.	1/4 oz.	1/2 oz.	oz.
Mlle. Irene	\$1.00	\$1.50	2.75	5.00	\$9.00	\$15.00
Golden Gate	...	1.00	1.75	3.00	5.50	10.00
Improved Adonis	...	1.00	1.75	3.00	5.50	10.00

## Lest You Forget

We are originators of Mastodon Pansies, and any seed offered as "Mastodon" is **not genuine** unless grown in our gardens.

Free with each order of \$2.50 or more we will mail, postpaid, our beautiful four-color pansy poster—painting of five grand flowers, by Miss Winifred Walker, official artist of the Royal Horticultural Society of London. If you wish this picture and have not received one, be sure and ask for it when you order.

Or, to **anyone**, we will mail prepaid same, unmounted—no advertising—at per copy, 50c. Stamps O.K.

Check your order carefully and send remittance in full by money order or bank check. Stamps O.K.

We cannot accept any C.O.D. orders.

No charge for Air Mail.

We do not offer packets smaller than those listed.

If you plan to make several plantings this year, tell us when and we will ship your seed to reach you at the proper time. Hot climates are not safe to store pansy seed unless kept under mild refrigeration. Be sure to write your name and address plainly, including zone number. Tightened postal regulations require zones for delivery of catalogs.

## STEELE'S PANSY GARDENS

SINCE 1893

2715 S. E. 39TH AVE.

PORTLAND 2, OREGON, U.S.A.

# This post card will help you Sell more Steele's pansy plants.

## Send for Your Supply today

Four-color process card to mail to your clientele may be obtained  
by ordering direct from us. \$2 per hundred.

## DIRECTIONS FOR GERMINATING SEED

1. Have your soil clean and pulverized to a depth of six or more inches.
2. On the level surface spread evenly a layer of compost or pulverized well rotted manure to a depth of at least one inch. Overlay compost with half inch of the best soil you have, thoroughly pulverized.
3. Rake down and tamp surface level.
4. Soak down the bed to several inches. Allow to dry enough to again tamp for a smooth seed base.
5. Treat seed with Copper Oxide or Semesan. Sow in shallow drills or broadcast. Cover with sifted mixture of two parts peat moss to one part of compost. The depth of this covering should be about one-eighth inch.
6. Use spray of water to moisten surface after light burlap cover is on. Do not use heavily chlorinated water if avoidable.
7. Allowing plenty of ventilation, keep your beds moist, quite moist, but not soaking wet, until plants come up.

We use cheapest grade of burlap to retain moisture. As soon as plants begin to come through freely, we remove burlap permanently and sift tops of beds with thin layer of peat moss. To avoid damping off, water your seedlings VERY SPARINGLY.

Maintain constant moisture during the day but never allow seed beds to go into the evening overly moist. Any dryness after seeds sprout is absolutely fatal. These directions are for sowing in the open field, but will apply when using flats or cold frames. WE USE 250 SQUARE FEET TO SOW AN OUNCE OF SEED BROADCAST.

**CAUTION**—Alternate your pansy crop with some other crop.

If your fall seedlings are not growing rapidly enough, fertilizer is the answer. The same goes for late winter and spring. Feed them often and cultivate frequently for top results and maximum profits that you should get from our seed.

The unusually high germinating qualities of Steele's Mastodon Pansy Seed is a revelation to all extensive growers who use our stock. Owing to uniformity required in producing separate colors, the average size is not equal to the types of flowers found in our mixtures. We strongly advise mixtures for your main crop, and you save money thereby.



featuring **Pansy** **STEELE'S** mastodon  
plants from genuine seed

**SINCE 1893**  
**Steele's**  
**PANSY GARDENS**  
2715 S. E. 39th Ave.  
Portland 2, Oregon, U.S.A.